INDIVIDUAL CASE STUDY 1

Assigned: Aug 25, 2014
Due: Monday Sep 15, 2014 before the Class by Email to Vasant (required). Also, please bring a hard-copy, and submit (recommended).
Vasant's Email: vasant.kumar@temple.edu

Description

Come up with an IT Feasibility Study for a mid-size Toy company, BesToys, with $500 million in revenue, and $10 million in income. The company sells 850 toys through the Retail Store in the Eastern Unites States. Most of the toys are imported. The Revenue and income had been pretty “flat” during last 3 years. The company has been using the same IT system for the last 12 years. The new CEO of the Company thinks “a lot” can be done to increase revenue and income with the help of IT.

The Feasibility study should have:
- All relevant sections in a typical Feasibility Study (please use Alan’s Best Chocolates as the sample template)
- Your Executive Summary, Technology Considerations, Schedule, Financial Projections, and Finding and Recommendation should be precise and convincing

Additional Guidance

You started working on this Case Study in the Class. That was a good starting point. However, now you should work individually for this assignment.

You should focus on three key areas:
- What problem are you solving?
- How do you solve that problem from IT side? Remember this is an IT Feasibility Stud
- Relevant details you need to get to Financials (Cost Benefits)

You will use Feasibility Study Case Study for Alan’s Best Chocolates for sample template as discussed in the class; however, the focus should be on the IT and Financial side.

You should be able to complete this in single-typed 2-4 pages.

Use your creativity and make realistic assumptions where appropriate.

Any questions, let’s discuss at the end of the regular classes (preferred), or feel free to contact me.